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## **Broadcastr Releases iPhone App for Location-Aware Audio and Storytelling**

*The free Broadcastr app, available today on iPhone, allows users to automatically stream stories about their surroundings as well as create and share their own recordings in real time.*

*Broadcastr will attend SXSWi to demonstrate the platform and deploy a street team to gather festival stories with the app.*

**New York, NY** – Social-media startup Broadcastr today released a free app for the iPhone, unlocking an invisible layer of memory and story to mobile users everywhere.

A social-media platform for easily creating and sharing audio on an interactive map, Broadcastr opened a public beta on the Web on February 28. The new mobile app allows users to search for and listen to the more than 6,000 stories currently available at: [www.Broadcastr.com](http://www.Broadcastr.com).

The app's location-aware Geoplay feature creates a dynamic experience by streaming stories about a user's surroundings automatically into their headphones as they move through the world.

"The Broadcastr mobile app lets people tune into an invisible layer of information, history, and narrative, while leaving their eyes and hands free to interact with their environment," says co-founder and CEO Andy Hunter.

The new app also allows users to record and upload audio stories on the go. People can share messages, news, reviews, funny stories, or any audio through Broadcastr, via email, on Twitter or on Facebook. Stories on Broadcastr can be discovered by location, keyword, category, creator, rating, or date; users can also follow their friends and other great storytellers. New stories are uploaded in real time.

"The mobile app allows people to share their real voices — on Broadcastr, you know it's your favorite singer telling the story, and not his assistant tweeting on his behalf," says co-founder and CEO Scott Lindenbaum.

Broadcastr has formed partnerships with over 100 cultural, historic, and arts organizations, seeding the platform with great stories and building a valuable archive.

Mr. Lindenbaum will attend the South by Southwest Interactive Festival to demonstrate the app. A street team of Broadcastr producers and enthusiasts will also attend to gather stories from and about Austin and news from the tech community.

The iPhone app is available for download through the iTunes App store.  
The Web app is available at [www.Broadcastr.com](http://www.Broadcastr.com).

Contact [press\(at\)broadcastr.com](mailto:press(at)broadcastr.com) for more information.

### **About Broadcastr**

Broadcastr is a new social-media platform for location-based audio. Our free app — available on Web, iPhone and coming soon to Android — lets people easily create and share recordings on an interactive map; mobile users can stream geolocated audio about their surroundings automatically. We're building a digital layer of history, memory and voice in the world around us.

On Twitter: [@broadcastr](https://twitter.com/broadcastr)

On the Web: [www.broadcastr.com](http://www.broadcastr.com)

In the iTunes App store, and coming soon to Android.